

WHAT IS CLAIMED IS:

- 1                   1.       A computer implemented method of displaying interactive media  
2     content, the method comprising the steps of:  
3                   receiving a data stream from a first server system over a network  
4     connection, wherein the data stream includes a first data portion corresponding to a real  
5     time media presentation and a second data portion identifying data for a related web page  
6     stored on a second server system;  
7                   processing the first data portion to produce the real time media  
8     presentation;  
9                   automatically retrieving the web page data from the second server system;  
10    and  
11                  simultaneously displaying the real time media presentation and the web  
12    page on different portions of a display.
- 1                   2.       The computer implemented method of claim 1, further comprising  
2     the step of sending a request to the first server system identifying the data stream in  
3     response to a user selection of the real time media presentation.
- 1                   3.       The computer implemented method of claim 1, further comprising  
2     the steps of:  
3                   sending a request to the first server system identifying a second real time  
4     media presentation in response to a user selection of the second real time media  
5     presentation;  
6                   receiving a second data stream from the first server system over the  
7     network connection, wherein the second data stream includes a first data portion  
8     corresponding to the second real time media presentation and a second data portion  
9     identifying data for a second related web page stored on the second server system;  
10                  processing the first data portion of the second data stream to produce the  
11    second real time media presentation;  
12                  automatically retrieving the second web page data from the second server;  
13    and  
14                  simultaneously displaying the second real time media presentation and the  
15    second web page on the different portions of the display.

1                   4.       The computer implemented method of claim 3, wherein the second  
2 real time media presentation corresponds to one of an archived video presentation and an  
3 archived audio presentation.

1                   5.       The computer implemented method of claim 3, wherein the first  
2 real time media presentation corresponds to one of a live broadcast video presentation and  
3 a live broadcast audio presentation.

1                   6.       The computer implemented method of claim 1, wherein the data  
2 stream further includes a third data portion identifying data for a second related web page  
3 stored on the second server system, wherein the method further comprises the steps of:  
4                   automatically retrieving the second web page data from the second server  
5 system after the third data portion is received, wherein the second web page is related to  
6 the current subject matter of the real time media presentation; and  
7                   replacing the first web page with the second web page such that the real  
8 time media presentation and the second web page are simultaneously displayed on the  
9 different portions of the display.

1                   7.       The computer implemented method of claim 6, wherein the second  
2 web page includes a selectable link to data content on a third server system.

1                   8.       The computer implemented method of claim 1, wherein the second  
2 data portion includes a link identifying the related web page data on the second server  
3 system, wherein the step of automatically retrieving the related web page includes:  
4                   automatically sending a request for the web page data to the second server  
5 system using the link; and  
6                   receiving the web page data from the second server system over the  
7 network connection.

1                   9.       The computer implemented method of claim 8, wherein the link  
2 includes an IP address identifying a location on the second server system, and wherein the  
3 request is an HTTP request.

1                   10.     The computer implemented method of claim 1, further comprises  
2 the step of:  
3                   displaying an active browser window in a third portion of the display  
4 simultaneous with displaying the real time media presentation and the web page in first  
5 and second portions of the display.

1                   11.     The computer implemented method of claim 10, wherein the  
2 displayed web page includes a selectable link to data content on a third server system, and  
3 wherein the method further comprises the steps of:  
4                   retrieving the data content from the third server system in response to a  
5 user selection of the link; and  
6                   displaying a media presentation based on the data content in the browser  
7 window.

1                   12.     The computer implemented method of claim 11, wherein the link  
2 includes one of a uniform resource locator and a hyperlink, and wherein the step of  
3 retrieving includes sending an HTTP request to the third server system.

1                   13.     The computer implemented method of claim 11, further includes  
2 the steps of:  
3                   providing the data content to a browser module; and  
4                   processing the data content to produce the media display using the browser  
5 module.

1                   14.     The computer implemented method of claim 11, wherein the  
2 browser module is one of an Internet Explorer module, a Netscape Navigator module and  
3 an Opera module.

1                   15.     The computer implemented method of claim 11, wherein the data  
2 content includes HTML code.

1                   16.     The computer implemented method of claim 1, wherein the real  
2 time media presentation is one of a video presentation and an audio presentation.

1                   17.     The computer implemented method of claim 1, wherein the step of  
2 processing the first data portion includes:  
3                   providing the first data portion to a media player module; and  
4                   decoding the first data portion in the media player module to produce the  
5 real time media presentation.

1                   18.     The computer implemented method of claim 17, wherein the media  
2 player is one of a Windows Media Player and a RealNetworks Player.

1                   19.     The computer implemented method of claim 1, wherein the web  
2 page data includes HTML code.

1                   20.     The computer implemented method of claim 1, further comprising  
2 the steps of retrieving a personal page from a third server system and displaying the  
3 personal page on a third portion of the display simultaneous with displaying the real time  
4 media presentation and the web page on first and second portions of the display, wherein  
5 the personal page includes user configured information.

1                   21.     The computer implemented method of claim 1, further comprising  
2 the step of displaying a channel bar in a third portion of the display simultaneous with  
3 displaying the real time media presentation and the web page in first and second portions  
4 of the display, wherein the channel bar includes selectable links for a plurality of  
5 channels.

1                   22.     The computer implemented method of claim 21, further including,  
2 in response to a user selection of a first one of the links, sending a request to the first  
3 server system identifying the data stream, wherein the data stream corresponds to a first  
4 one of the channels.

1                   23.     The computer implemented method of claim 21, wherein the data  
2 stream corresponds to a first one of the channels, the method further including the steps  
3 of:  
4                   in response to a user selection of a first one of the links, sending a request  
5 to the first server system identifying a second real time media presentation corresponding  
6 to a second one of the channels;  
7                   receiving a second data stream from the first server system over the  
8 network connection, wherein the second data stream includes a first data portion  
9 corresponding to the second real time media presentation and a second data portion  
10 identifying data for a second related web page stored on the second server system;  
11                  processing the first data portion of the second data stream to produce the  
12 second real time media presentation;  
13                  automatically retrieving the second web page data from the second server;  
14 and  
15                  simultaneously displaying the second real time media presentation and the  
16 second web page on the different portions of the display.

1                   24.     The computer implemented method of claim 21, wherein each  
2 channel corresponds to a different real time media presentation available from the first  
3 server system.

1                   25.     The computer implemented method of claim 1, wherein the  
2 network connection includes an Internet connection.

1                   26.     The computer implemented method of claim 1, wherein the real  
2 time media presentation includes content related to one of financial news and  
3 information, sporting news and information, shopping, auctions, and general news and  
4 information.

1                   27.     The computer implemented method of claim 26, wherein the web  
2 page includes content related to the content of the real time media presentation.

1                   28.     The computer implemented method of claim 1, further including  
2 automatically updating the web page by periodically polling the second server system.

1                   29.     A computer implemented method of displaying interactive media  
2 content, the method comprising the steps of:  
3                   receiving a first data stream from a first server system over a network  
4 connection, wherein the first data stream includes a first data portion corresponding to a  
5 real time media presentation and a second data portion including an IP address identifying  
6 data for a web page on a second server system;  
7                   processing the first data portion using a media player module to produce  
8 the real time media presentation;  
9                   displaying the real time media presentation in a first portion of a display;  
10                  automatically sending a request for the web page data to the second server  
11 system using the IP address;  
12                  receiving the web page data from the second server system;  
13                  processing the web page data using a browser module to produce the web  
14 page; and  
15                  displaying the web page on a second portion of the display simultaneous  
16 with displaying the real time media presentation.

1                   30.     The computer implemented method of claim 29, further comprises  
2     the step of:  
3                   displaying an active browser window using the browser module in a third  
4     portion of the display simultaneous with displaying the real time media presentation and  
5     the web page.

1                   31.     The computer implemented method of claim 30, wherein the web  
2     page includes a selectable link to data content on a third server system, and wherein the  
3     method further comprises the steps of:  
4                   retrieving the data content from the third server system in response to a  
5     user selection of the link; and  
6                   displaying the data content in the browser window.

1                   32.     The computer implemented method of claim 30, wherein the link is  
2     a hyperlink, and wherein the step of retrieving includes sending an HTTP request to the  
3     third server system.

1                   33.     The computer implemented method of claim 29, wherein the real  
2     time media presentation is one of a video presentation and an audio presentation.

1                   34.     The computer implemented method of claim 29, wherein the step  
2     of processing the first data portion includes decoding the first data portion in the media  
3     player module to produce the real time media presentation.

1                   35.     The computer implemented method of claim 34, wherein the media  
2     player is one of a Windows Media Player and a RealNetworks Player.

1                   36.    The computer implemented method of claim 29, wherein the  
2   subject matter of the web page is related to the subject matter of the real time media  
3   presentation.

1                   37.    The computer implemented method of claim 29, wherein the  
2   request is an HTTP request.

1                   38.    The computer implemented method of claim 29, wherein the  
2   browser module is one of an Internet Explorer module, a Netscape Navigator module and  
3   an Opera module.

1                   39.    The computer implemented method of claim 29, further comprising  
2   the steps of:  
3                    sending a request to the first server system identifying a second real time  
4   media presentation in response to a user selection of the second real time media  
5   presentation;  
6                    receiving a second data stream from the first server system over the  
7   network connection, wherein the second data stream includes a first data portion  
8   corresponding to the second real time media presentation and a second data portion  
9   including a second IP address identifying data for a second related web page stored on the  
10   second server system;  
11                   processing the first data portion of the second data stream using the media  
12   player module to produce the second real time media presentation;  
13                    automatically sending a second request for the second web page data to the  
14   second server system using the second IP address;  
15                    receiving the second web page data from the second server system;  
16                    processing the second web page data using the browser module to produce  
17   the second web page; and  
18                    simultaneously displaying the second real time media presentation and the  
19   second web page on the different portions of the display.



1                   40.     The computer implemented method of claim 29, wherein the first  
2     data stream further includes a second IP address identifying data for a second related web  
3     page stored on the second server system, wherein the method further comprises the steps  
4     of:

5                   after the third data portion is received, automatically sending a second  
6     request for the second web page data to the second server system using the second IP  
7     address;

8                   receiving the second web page data from the second server system;

9                   processing the second web page data using the browser module to produce  
10    the second web page, wherein the second web page is related to the current subject matter  
11    of the real time media presentation; and

12                  replacing the first web page with the second web page such that the real  
13    time media presentation and the second web page are simultaneously displayed on the  
14    different portions of the display.

1                   41.     The computer implemented method of claim 40, wherein the  
2     second web page includes a selectable link to data content on a third server system.

1                   42.     The computer implemented method of claim 29, further comprising  
2     the steps of retrieving a personal page from a third server system and displaying the  
3     personal page on a third portion of the display simultaneous with displaying the real time  
4     media presentation and the web page on first and second portions of the display, wherein  
5     the personal page includes user configured information.

1                   43.     The computer implemented method of claim 42, further including  
2     the step of downloading the client application to the client device over the network  
3     connection.

1                   44.     The computer implemented method of claim 29, wherein the real  
2     time media presentation includes content related to one of financial news and  
3     information, sporting news and information, shopping, auctions, and general news and  
4     information.

1                   45.     The computer implemented method of claim 44, wherein the web  
2 page includes content related to the content of the real time media presentation.

1                   46.     The computer implemented method of claim 29, wherein the  
2 browser module and media player modules are integrated in a client application executing  
3 on a client device and configured to perform the steps of the method.

1                   47.     The computer implemented method of claim 29, further including  
2 automatically updating the web page by periodically polling the second server system  
3 using the IP address.

1                   48.     The computer implemented method of claim 29, further comprising  
2 the step of displaying a channel bar in a third portion of the display simultaneous with  
3 displaying the real time media presentation and the web page in first and second portions  
4 of the display, wherein the channel bar includes selectable links for a plurality of  
5 channels.

1                   49.     The computer implemented method of claim 48, wherein each  
2 channel corresponds to a different real time media presentation available from the first  
3 server system.

1                   50.     An information display system comprising:  
2                   a first server that provides data associated with a web page in response to a  
3 data request;  
4                   a second server that provides a data stream including streaming data  
5 associated with a real time media presentation and reference data identifying the web  
6 page data on the first server; and

7 a client application executing on a client device communicably coupled to  
8 the first and second servers over the Internet, the client device including a processing unit  
9 and a display,

10 wherein the client application includes instructions for controlling the  
11 client device to:

12 receive the data stream from the second server;  
13 process the streaming data to produce the real time media presentation;  
14 automatically retrieve the web page data from the first server using the  
15 reference data;  
16 process the web page data to produce the web page; and  
17 simultaneously display the real time media presentation and the web page  
18 on different portions of the display.

1 51. The system of claim 50, wherein the application further includes  
2 instructions for updating the web page by periodically polling the first server using the  
3 reference data.

1 52. The system of claim 50, wherein the client application includes:  
2 a media player module, wherein the media player module processes the  
3 streaming data to produce the real time media presentation; and  
4 a browser module, wherein the browser module processes the web page  
5 data to produce the web page.

1 53. The system of claim 52, wherein the client application further  
2 includes instructions to produce an active browser window using the browser module, and  
3 to display the active browser window on a third portion of the display simultaneous with  
4 displaying the real time media presentation and web page on first and second portions of  
5 the display.

1 54. The system of claim 53, wherein the displayed web page includes a  
2 selectable link to data content on a third server, and wherein the client application further  
3 includes instructions for:

4                   retrieving the data content from the third server in response to a user  
5   selection of the link; and  
6                   displaying the data content in the active browser window.

1                   55.     The system of claim 54, wherein the link is a hyperlink, and  
2   wherein the instructions for retrieving include instructions for sending an HTTP request  
3   to the third server.

1                   56.     The system of claim 52, wherein the browser module includes one  
2   of a an Internet Explorer browser, a Netscape Navigator browser and an Opera browser,  
3   and wherein the media player module includes one of a Windows Media Player and a  
4   RealNetworks Player.

1                   57.     The system of claim 50, wherein the reference data includes an IP  
2   address identifying the web page data on the second server.

1                   58.     The system of claim 50, wherein the real time media presentation is  
2   one of a video presentation and an audio presentation.

1                   59.     The system of claim 50, wherein the application further includes  
2   instructions for:  
3                   sending a request to the first server identifying a second real time media  
4   presentation in response to a user selection of the second real time media presentation;  
5                   receiving a second data stream from the first server, wherein the second  
6   data stream includes a first data portion corresponding to the second real time media  
7   presentation and a second data portion including a second IP address identifying data for  
8   a second related web page stored on the second server;  
9                   processing the first data portion of the second data stream to produce the  
10   second real time media presentation;

11 automatically sending a second request for the second web page data to the  
12 second server using the second IP address;  
13 receiving the second web page data from the second server;  
14 processing the second web page data to produce the second web page; and  
15 simultaneously displaying the second real time media presentation and the  
16 second web page on the different portions of the display.

1 60. The system of claim 50, wherein the first data stream further  
2 includes a second IP address identifying data for a second related web page stored on the  
3 second server, wherein the application further includes instructions for:  
4 after the third data portion is received, automatically sending a second  
5 request for the second web page data to the second server using the second IP address;  
6 receiving the second web page data from the second server;  
7 processing the second web page data to produce the second web page,  
8 wherein the second web page is related to the current subject matter of the real time  
9 media presentation; and  
10 replacing the first web page with the second web page such that the real  
11 time media presentation and the second web page are simultaneously displayed on the  
12 different portions of the display.

1 61. The system of claim 60, wherein the second web page includes a  
2 selectable link to data content on a third server.

1 62. The system of claim 50, wherein the application further includes  
2 instructions for retrieving a personal page from a third server and displaying the personal  
3 page on a third portion of the display simultaneous with displaying the real time media  
4 presentation and the web page on first and second portions of the display, wherein the  
5 personal page includes user configured information.

1 63. The system of claim 50, wherein the application further includes  
2 instructions for displaying a channel bar on a third portion of the display simultaneous

3 with displaying the real time media presentation and the web page in first and second  
4 portions of the display, wherein the channel bar includes selectable links for a plurality of  
5 channels.

1 64. The system of claim 63, wherein each channel corresponds to a  
2 different real time media presentation available from the second server.

1 65. The system of claim 63, wherein the application further includes  
2 instructions for sending a request to the second server identifying a second data stream in  
3 response to a selection of one of the channel links.

1 66. A computer implemented method of displaying interactive media  
2 content, comprising:  
3 displaying a real time media presentation on a first portion of a display,  
4 wherein the real time media presentation is based on streaming data received from a first  
5 server system; and  
6 simultaneously displaying a web page on a second portion of the display,  
7 wherein the web page is automatically retrieved from a second server system using  
8 reference data included in the streaming data.

1 67. The method of claim 66, further comprising simultaneously  
2 displaying an active browser window on a third portion of the display.

1 68. The method of claim 66, wherein the web page is automatically  
2 updated by periodically polling the second server system using the reference data.

1 69. The computer implemented method of claim 66, wherein the  
2 displayed web page includes a selectable link to data content on a third server system,

3 wherein the method further includes displaying the data content in the active browser  
4 window in response to a selection of the link.

1 70. The computer implemented method of claim 73, wherein the  
2 displayed data content includes a second link to media content on a fourth server system.

1 71. The computer implemented method of claim 66, further  
2 comprising:  
3 simultaneously displaying a personal page on a third portion of the display,  
4 wherein the personal page includes user configured information retrieved from a third  
5 server system.

1 72. The computer implemented method of claim 66, further  
2 comprising:  
3 simultaneously displaying a channel bar on a third portion of the display,  
4 wherein the channel bar includes selectable links for a plurality of channels.

1 73. The computer implemented method of claim 72, wherein each  
2 channel corresponds to a different real time media presentation available from the first  
3 server system.

1 74. The computer implemented method of claim 72, further comprising  
2 displaying a second real time media presentation on the first portion of the display in  
3 response to a selection of one of the channel links.

1 75. The computer implemented method of claim 66, further  
2 comprising:

3 simultaneously displaying a personal page on a third portion of the display,  
4 wherein the personal page includes user configured information received from a third  
5 server system; and  
6 simultaneously displaying a channel bar on a fourth portion of the display,  
7 wherein the channel bar includes selectable links for a plurality of channels.

1 76. The computer implemented method of claim 66, further  
2 comprising:  
3 simultaneously displaying a personal page on a third portion of the display,  
4 wherein the personal page includes user configured information received from a third  
5 server system;  
6 simultaneously displaying a channel bar on a fourth portion of the display,  
7 wherein the channel bar includes selectable links for a plurality of channels; and  
8 simultaneously displaying an active browser window on a fifth portion of  
9 the display.

1 77. A computer-readable medium containing computer code for  
2 controlling a computer system to process media content, the computer system being  
3 communicably coupled to first and second server systems over the Internet, wherein the  
4 computer system includes a processing unit and a display, wherein the first server system  
5 provides data associated with a web page in response to a data request, wherein the  
6 second server system provides a data stream including streaming data associated with a  
7 real time media presentation and reference data identifying the web page data on the first  
8 server system, and wherein the computer code includes instructions for:  
9 receiving the data stream from the second server system;  
10 processing the streaming data to produce the real time media presentation;  
11 automatically retrieving the web page data from the first server system  
12 using the reference data;  
13 processing the web page data to produce the web page; and  
14 simultaneously displaying the real time media presentation and the web  
15 page on different portions of the display.



1                   78.     The computer-readable medium of claim 77, wherein the code  
2 further includes instructions for updating the web page by periodically polling the first  
3 server system using the reference data.

1                   79.     The computer-readable medium of claim 77, wherein the code  
2 includes:  
3                   a media player module, wherein the media player module processes the  
4 streaming data to produce the real time media presentation; and  
5                   a browser module, wherein the browser module processes the web page  
6 data to produce the web page.

1                   80.     The computer-readable medium of claim 77, wherein the code  
2 further includes instructions for producing an active browser window, and for displaying  
3 the active browser window on a third portion of the display simultaneous with displaying  
4 the real time media presentation and web page on first and second portions of the display.

1                   81.     The computer-readable medium of claim 80, wherein the displayed  
2 web page includes a selectable link to data content on a third server system, and wherein  
3 the code further includes instructions for:  
4                   retrieving the data content from the third server system in response to a  
5 user selection of the link; and  
6                   displaying the data content in the active browser window.

1                   82.     The computer-readable medium of claim 81, wherein the link is a  
2 hyperlink, and wherein the instructions for retrieving include instructions for sending an  
3 HTTP request to the third server system.

1                   83.     The computer-readable medium of claim 77, wherein the reference  
2     data includes an IP address identifying the web page data on the second server system.

1                   84.     The computer-readable medium of claim 77, wherein the real time  
2     media presentation is one of a video presentation and an audio presentation.

1                   85.     The computer-readable medium of claim 77, wherein the code  
2     further includes instructions for:  
3                   sending a request to the first server system identifying a second real time  
4     media presentation in response to a user selection of the second real time media  
5     presentation;  
6                   receiving a second data stream from the first server system, wherein the  
7     second data stream includes a first data portion corresponding to the second real time  
8     media presentation and a second data portion including an IP address identifying data for  
9     a second related web page stored on the second server system;  
10                  processing the first data portion of the second data stream to produce the  
11     second real time media presentation;  
12                  automatically sending a second request for the second web page data to the  
13     second server system using the IP address;  
14                  receiving the second web page data from the second server system;  
15                  processing the second web page data to produce the second web page; and  
16                  simultaneously displaying the second real time media presentation and the  
17     second web page on the different portions of the display.

1                   86.     The computer-readable medium of claim 77, wherein the first data  
2     stream further includes an IP address identifying data for a second related web page  
3     stored on the second server system, wherein the code further includes instructions for:  
4                   after the third data portion is received, automatically sending a second  
5     request for the second web page data to the second server system using the IP address;  
6                   receiving the second web page data from the second server system;

7                   processing the second web page data to produce the second web page,  
8   wherein the second web page is related to the current subject matter of the real time  
9   media presentation; and  
10                  replacing the first web page with the second web page such that the real  
11   time media presentation and the second web page are simultaneously displayed on the  
12   different portions of the display.

1                   87.   The computer-readable medium of claim 86, wherein the second  
2   web page includes a selectable link to data content on a third server system.

1                   88.   The computer-readable medium of claim 77, wherein the code  
2   further includes instructions for retrieving a personal page from a third server system and  
3   displaying the personal page on a third portion of the display simultaneous with  
4   displaying the real time media presentation and the web page on first and second portions  
5   of the display, wherein the personal page includes user configured information.

1                   89.   The computer-readable medium of claim 77, wherein the code  
2   further includes instructions for displaying a channel bar on a third portion of the display  
3   simultaneous with displaying the real time media presentation and the web page in first  
4   and second portions of the display, wherein the channel bar includes selectable links for a  
5   plurality of channels.

1                   90.   The computer-readable medium of claim 89, wherein each channel  
2   corresponds to a different real time media presentation available from the second server  
3   system.

